WAM

WAM Distributors - R. J. Reynolds

"PARTNERSHIP"

RJR

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Source: https://www.industrydocuments.ucsf.edu/docs/sjjy0000

WAM

- FOUNDED IN 1989 BY A FORMER DIRECT ACCOUNT OWNER

- WAM SIGNS CONTRACTS WITH DISTRIBUTORS AND RETAILERS PLUS PROVIDES A "WAM PROMOTIONAL BOOKS" FOR BOTH. THERE ARE OVER 40 MANUFACTURERS FEATURED IN THE PROMOTIONAL BOOK ON AN 'EXCLUSIVE' BASIS. THERE ARE NOT COMPETING MANUFACTURERS.

- WAM ESTABLISHES PROMOTIONAL ACCRUAL FUNDS FOR BOTH DISTRIBUTOR AND RETAIL. AT THE END OF THE YEAR EACH IS PRESENTED WITH A CHECK FOR THEIR ANNUAL PARTICIPATION.

- THE RETAILERS C HECK WILL VARY FROM $6M TO $14M WHEN ALL THE MANUFACTURERS REBATES ARE ADDED TOGETHER. RETAILERS VIEW THIS CHECK AS A "BONUS".

What makes this concept work is "Performance"

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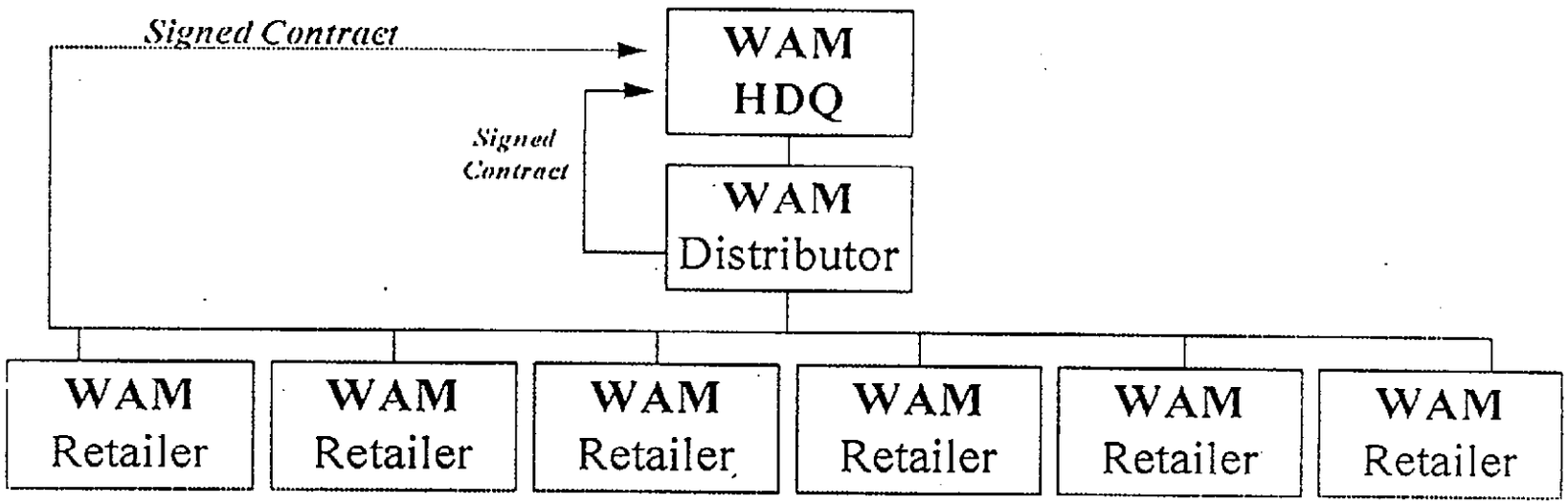
WAM Program



- **WAM Monthly Promotion Publication**
- **Distributor Accrual**
- **Retail Accrual**

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WAM - RJR

Objective

- Develop a comprehensive long-term program that will generate revenues for WAM Distributors / WAM Retailers along with increasing RJR share of market.

- In order for this program to be successful, it is essential that both RJR and WAM Distributors work together in pursuing the same objectives.

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WAM Distributors

RJR Will Provide WAM Distributors the Following :

- January 1 thru December 31, 1996, you will accrual $.10 per carton on *ALL* RJR / Signature Products shipped to WAM Retailers.

- January 1 thru December 31, 1996, a monthly RJR Full Price / Branded Savings or Signature Promotion will be available.

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WAM Retailers

- **RJR Full Price / Branded Savings / Signature Promotions / Display Program will be available through the monthly WAM publication.**

- **$1.50 Retail Accrual for Promotion / Display Purchased.**

- **Significant portion of the $.10 per carton will be available on *ALL* RJR / Branded Savings and Signature Products purchased from WAM Distributors as an on-going retailer accrual fund.**

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